

APR 04 2008

FACSIMILE COVER SHEET

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: April 4, 2008

Number of Pages Including Cover: 47

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure Statement (3 pgs.);
- 4) PTO/SB/08A (1 pg.);
- 5) Reference AM (36 pgs.); and
- 6) Reference AN (3 pgs.)

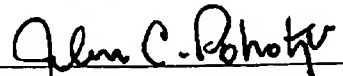
Attorney Docket No.: Google-74 (GP-282-00-US)
Appl. No.: 10/814,104
Applicants: Paul BUCHHEIT, et al.
Filed: March 31, 2004
Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL
TC/A.U.: 3622
Examiner: Not yet assigned

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John C. Pokotylo

Type or print name of person signing certification



Signature

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Date

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Modified PTO/SB/21 (08-00)

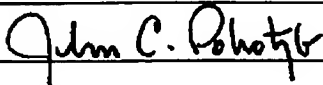
Approved for use through 10/31/2002. OMB 0851-0031

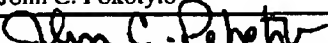
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/814,104
	Filing Date	March 31, 2004
	First Named Inventor	Paul BUCHHEIT
	Group Art Unit	3622
	Examiner Name	Not yet assigned
Total Number of Pages In This Submission		Attorney Docket Number Google-74 (GP-282-00-US)

ENCLOSURES <i>(check all that apply)</i>				
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>		
<table border="1" style="width: 100%;"> <tr> <td style="width: 30%;">Remarks</td> <td></td> </tr> </table>			Remarks	
Remarks				

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	April 4, 2008

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Signature		Date	April 4, 2008

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Modified PTO/SB/17 (01-03)

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FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 0.00

Complete If Known

Application Number	10/814,104
Filing Date	March 31, 2004
First Named Inventor	Paul BUCHHEIT
Examiner Name	Not yet assigned
Art Unit	3622
Attorney Docket No.	Google-74 (GP-282-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:
 Deposit
Account
Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

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FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$) 0.00

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		Extra Claims		Fee from below		Fee Paid	
Independent Claims		-20** =		X			
Multiple Dependent		-3** =		X			

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1202	50	2202 25 Claims in excess of 20	
1201	210	2201 105 Independent claims in excess of 3	
1203	370	2203 185 Multiple dependent claim, if not paid	
1204	210	2204 105 **Reissue independent claims over original patent	
1205	50	2205 25 **Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)			(\$) 0.00

** or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051	130	2051 65 Surcharge - late filing fee or oath	
1052	50	2052 25 Surcharge - late provisional filing fee or cover sheet	
1053	130	1053 130 Non-English specification	
1812	2,520	1812 2,520 For filing a request for ex parte reexamination	
1804	920*	1804 920* Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805 1,840* Requesting publication of SIR after Examiner action	
1251	120	2251 60 Extension for reply within first month	
1252	480	2252 230 Extension for reply within second month	
1253	1,050	2253 525 Extension for reply within third month	
1254	1,640	2254 820 Extension for reply within fourth month	
1255	2,230	2255 1,115 Extension for reply within fifth month	
1401	510	2401 255 Notice of Appeal	
1402	510	2402 255 Filing a brief in support of an appeal	
1403	1,030	2403 515 Request for oral hearing	
1451	1,510	1451 1,510 Petition to institute a public use proceeding	
1452	510	2452 255 Petition to revive - unavoidable	
1453	1,540	2453 770 Petition to revive - unintentional	
1501	1,440	2501 720 Utility issue fee (or reissue)	
1502	820	2502 410 Design issue fee	
1503	1,130	2503 565 Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807	50	1807 50 Processing fee under 37 CFR 1.17(c)	
1806	180	1806 180 Submission of Information Disclosure Stmt	
8021	40	8021 40 Recording each patent assignment per property (times number of properties)	
1809	810	2809 405 Filing a submission after final rejection (37 CFR 1.129(a))	
1810	810	2810 405 For each additional invention to be examined (37 CFR 1.129(b))	
1801	810	2801 405 Request for Continued Examination (RCE)	
1802	900	1802 900 Request for expedited examination of a design application	

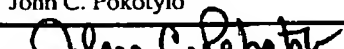
Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 0.00

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	April 4, 2008		

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Modified PTO/SB/17 (01-03)
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Art Unit	3622
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☒ Deposit Account:
 Deposit
Account
Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

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**or number previously paid, if greater, For Reissues, see above

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1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$) 0.00

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>	Date	April 4, 2008		

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APR 04 2008

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Applicants: **Paul BUCHHEIT, et al.**

Serial No.: **10/814,104**

Filing Date: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

Examiner: **Not yet assigned**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3). Accordingly, it is believed that no fee is due. If, however, a first Office Action on the merits has been mailed, then this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97(c)(1).


Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

April 4, 2008


John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Avenue
Tinton Falls, NJ 07724

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John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo
Signature

April 4, 2008

Date